

Retail Supervisor

Grade: 5

Directorate: Operations

Location: Slimbridge Wetland Centre

Reporting to: Retail Assistant Manager

Main function of post: To lead the retail team by example to provide a high quality and popular operation. Be an integral part of an inspirational and vibrant trading environment that consistently provides an excellent visitor experience. Lead the team in delivering agreed targets and help generate profits that support the conservation work of WWT.

Supervisory responsibilities: Trading assistants and volunteers

Responsibilities of the post

1. To achieve through the retail team, the budgeted targets and financial goals for the department at WWT Slimbridge Wetland Centre.
2. To proactively supervise and lead the retail operations including ensuring all areas are adequately staffed for the levels of business in the absence of the Retail Assistant Manager.
3. To carry out and organise the opening, closing and cashing up procedures on a daily and weekly basis for the retail activities in the absence of the Retail Assistant Manager.
4. To ensure that the retail area is fully stocked at all times and that the retail spaces are maximizing sales. To drive retail sales through effective stocking and promotional activities. To ensure that quality standards are kept at all times within the retail areas.
5. To ensure that the controls in place for stock and money security are adhered to. To assist with stock takes and to accurately process retail paperwork in an efficient and timely manner.
6. To achieve set objectives in developing personal skills in training staff and volunteers in trading areas.

7. To carry out regular briefings to staff and volunteers in the absence of the Retail Assistant Manager. To ensure effective communications within the retail team.
8. To deputise for the Retail Assistant Manager in their absence.
9. To actively promote the recruitment of memberships, motivating the team by leading by example and maintaining standards. To supervise the operation of the retail membership desk.
10. To take responsibility for the safety and welfare of visitors, staff and volunteers within the retail trading area.
11. To deal effectively and professionally with visitor enquiries and complaints, ensuring that they are dealt with in a responsible and empathetic manner and are passed on to the appropriate department.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: April 2024

Amended: September 2025

Person Specification

1. Qualifications

Essential:

- Educated to GCSE standard (A – C) / NVQ Level II (including Maths & English) or equivalent

Desirable:

- Retailing Qualification
- Customer Care Qualification

2. Experience

Essential:

- Experience in a customer facing retail environment.
- Experience of working with high volume tills and EPOS systems.

Desirable:

- Supervisory experience.
- Experience of working with volunteers.
- Merchandising and display experience.
- Knowledge of/interest in wildlife conservation.
- Experience of working within a busy visitor attraction.

3. Managerial & Supervisory

Essential:

- Ability to determine priorities, allocate basic tasks and check the work of others.
- Confidently be able to train, motivate and engage the team (including volunteers)

Desirable:

- Experience of developing staff through inductions and training
- Experience reviewing staff performance, coaching and leading.

Type of staff	Number managed	Number supervised
Employed Staff	0	4
Volunteers / Casual Workers	0	6+
Contractors	0	0

4. Responsibility

Essential:

- The ability to act independently under general work instructions and identify tasks which need to be carried out.
- The ability to handle cash accurately to a value of over £500K per annum (visitors).

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	0
Cash Handling	£500,000+
Assets (required for job, exc. buildings)	£500,000+
Visitors (per annum)	250k+

5. Creative Ability

Essential:

- Experience with visual merchandising and the ability to plan for and adapt to seasonal trading opportunities
- Proven experience in problem solving

6. Contact

Essential:

- Contact with other departments and customers on routine matters is a regular part of the job.
- Contact with external suppliers, ensuring standards are delivered by suppliers and contractors

General Notes

This position will require working during weekends, public holidays, and occasional evenings to meet the needs of the post.

Whilst this post is based at WWT Slimbridge Wetland Centre, some travel may be necessary to other WWT Wetland Centres therefore a willingness to travel is essential.